

A PICTURE *of* HOPE

ANNUAL REPORT 2012



Member Since: August 2012

 **Shining Hope**
for communities

POSITIVE IMPACT



Three years ago, I joined SHOFCO's youth programs, without knowing it would change my life. I was born here in Kibera, number nine in a family of eleven. I had no opportunities to advance my education, until a friend told me to get involved with SHOFCO. We would do street clean-ups—anything to move the community forward. Then, I got a job doing data entry and moved up to where I am today, the Metrics & Evaluation Systems Administrator. I manage the platform we've built and spearhead data reporting from the many sites integrated into our metrics system, from the water kiosk, to the clinic, to the group savings and loans program. I see our M&E platform as a powerful tool—we learn what people feel about our projects through data, how programs can be improved or what is working well. This is what can help an organization grow. I'm never satisfied, because then I will forget the goals I want us to achieve, and I have big goals for SHOFCO. You can have ideas—but the key is implementation. Now, through my job, I can also help my grandma and support my brother's education. I can pay rent. I can take care of myself, and I'm proud of that. And I'm proud because I know the M&E team will change the face of SHOFCO.

— Johnson Abuto, Metrics & Evaluation Systems Administrator

In the ecosystem of change created by our model, how do we know what works? In 2012, SHOFCO embarked on a journey to innovate our approach to measuring impact. We gave every beneficiary a unique ID card with a barcode to scan each time they use a SHOFCO service. The cards became a source of pride in a community where so few have IDs. Linked to the card is extensive demographic data including health, economics, education, and gender attitudes. We track this data with a powerful custom platform we built to allow easy monitoring and analysis of how individual families and entire communities change over time. We hire and train local youth to undertake random surveys of program participants and to run a yearly-randomized control baseline survey in the community at large for comparison. Through the contributions of community participants, local staff, and SHOFCO youth, our measurement is a roadmap with checkpoints, guiding the long-term change we aim to create. Together, we not only talk about a commitment to impact—we can see it.



TOGETHER

SHOFCO 2012 IMPACT DASHBOARD

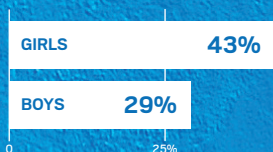
EDUCATION

IN KIBERA

almost **half** of all girls don't go to school

KSG

(Kibera School for Girls)

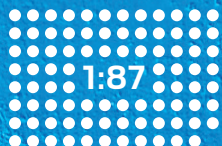


GIRLS
ENROLLED
IN 2012

KIBERA

TEACHER-STUDENT RATIO

KSG



1:8

KENYA

2ND GRADE STUDENTS

KSG

15%

Can read an English paragraph



100%

Can read an English paragraph

\$1,250

provides 1 YEAR for 1 KSG GIRL



SCHOOL SUPPLIES



SCHOOL CURRICULUM



MEALS/DAY



HEALTH CARE



UNIFORM



TEACHER'S SALARY

WATER & SANITATION



1 in 5

deaths of children under age 5 worldwide are due to water-related diseases

- WHO/UNICEF

\$7.40

Provides clean water 1 family for 1 year



1 Million
gallons
clean water sold

In 1st year of water program

ECONOMIC EMPOWERMENT

Only **44%** of married women in Kibera participate in household finance decisions.

INCOME OPPORTUNITY

WOMEN
OF KIBERA



WOMEN
OF SHOFCO

46% vs 78%

78% of women involved in the Economic Empowerment Programs have their own source of income.

- SHOFCO Community Baseline

SHOFCO



62%

of KSG mothers jointly control household financial decisions!

HEALTHCARE

70%

70% of early child deaths in the developing world are preventable with basic healthcare.

- WHO

9,113

CHILDREN UNDER 5 TREATED BY THE SHOFCO CLINIC IN 2012



\$9.48

provides critical healthcare to 1 child for 1 year

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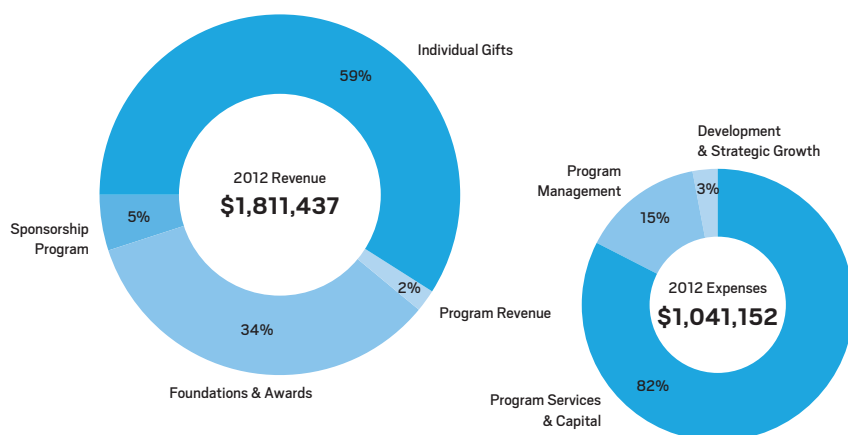
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